

2012

Annual Report (2012): At Your Best

Lehigh Valley Health Network

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A photograph of a swimmer in a black one-piece swimsuit and a swim cap with an American flag patch, sitting in a wheelchair at the edge of an indoor swimming pool. The swimmer is leaning forward, resting their arms on the pool's edge. The pool has blue lane lines and a tiled deck. In the background, there are large white pipes and a lifeguard stand.

at your best

ANNUAL REPORT 2012

Picture yourself at your best.

What do you see? Perhaps you are surrounded by family and friends, enjoying the companionship of those most dear to you. Maybe you see yourself as a member of a team, working alongside others to achieve something remarkable. Or perhaps you are volunteering your time and talents to make our community a better place to live. No matter how you view yourself, you need one essential ingredient to be at your best – good health.

At Lehigh Valley Health Network, we are driven to help you reach your maximum potential. Your road to good health begins with our 11,800 colleagues. They are skilled, experienced and compassionate people who are proud to be part of our health network. They nurture our caring culture, are motivated to make a difference, and share *A Passion for Better Medicine*.

You inspire that passion. You are the reason we deliver quality care, provide valuable education and conduct innovative research. You are why our hospitals, health centers, physician practices, pharmacies, imaging centers and laboratories provide the services you and your family need most. You motivate us to continue our mission to heal, comfort and care for our community.

When you're at your best, you inspire the people around you. Your family and friends feel your spirit. The people on your team emulate your work ethic. The community in which you live is enhanced by your enthusiasm. The sky's the limit. It's our privilege to help you be at your best and stay there.



William F. Hecht

Chair, Board of Trustees



Ronald W. Swinfard, MD

President and Chief Executive Officer





YOU'VE GOT IT


Health Network



At Our

bestforyou

YOU INSPIRE US TO DELIVER UNPARALLELED CARE



At age 21, a nerve disease left **Noga Nir-Kistler** (left) paralyzed from the waist down. Rather than view her diagnosis as debilitating, she used it as motivation to reach new goals and inspire others.

She started swimming, trained faithfully and made the USA Paralympic swim team. In September 2012, she won a bronze medal in the 100-meter breaststroke at the Paralympic Games in London, recording her personal best time. "I help people be at their best by setting an example," she says. When they see what I am able to accomplish, they stop looking at the wheelchair and start looking at the person."

Nir-Kistler carries that same inspiration to her role as a customer service representative in Lehigh Valley Health Network's information services call center. When a patient is being rushed to one of the health network's hospitals after suffering a heart attack or stroke, Nir-Kistler mobilizes a team of caregivers to ensure they're ready when the patient arrives. "The faster patients receive care, the better their chances for a successful recovery," she says.

In the same way Nir-Kistler displays her passion, all 11,000-plus employees of Lehigh Valley Health Network pull together to be at their best every day. It's at the heart of a project we began more than a year ago called "Mission Possible." It started by asking our employees a simple question – What conditions exist to help you be at your best? They told us that when they have time, trust and teamwork, they can do what they do best – help patients, families and each other.

That conversation sparked a cultural transformation. Mission Possible encourages colleagues to talk with one another, identify each other's strengths and tackle the tough issues head-on. Now our employees are becoming even more engaged in their work, feeling a greater sense of pride in the health network, and are motivated to contribute more than ever before.

To care for our community, our employees also need to care for themselves. That's why the health network gives employees tools to live well. Each employee receives a free influenza vaccination. A Culture of Wellness benefit offers each employee who participates in our health plan and their family \$700 in wellness dollars that they can use to join a fitness center, attend a health class or receive wellness education. Each health network department also has a wellness expert – called a "dean" – who encourages colleagues to live well.

When our employees embrace wellness and feel inspired, you receive exceptional care. For the 17th consecutive year, U.S. News & World Report ranks us as one of the nation's top hospitals. We are among the leaders in gastroenterology, orthopedics and pulmonology, and are listed as "high performing" in numerous specialty care areas.

Also, The Leapfrog Group, a national coalition of large businesses interested in quality care, awarded us with an "A" Hospital Safety Score.

Support to Be at your best

WE CAN HELP YOU ACHIEVE YOUR GOALS

By day, Caressa James (right) helps children to be at their best as a medical assistant and office coordinator at ABC Family Pediatricians, Lehigh Valley Hospital–17th Street in Allentown. “It’s so great to watch children grow up and turn into beautiful adults,” she says.

At night, James changes uniforms and helps keep adults beautiful and healthy. She’s a Zumba Fitness instructor at the Healthy You Fitness Center at 1243 S. Cedar Crest Blvd., Allentown. “My students motivate me more than I motivate them,” she says. “People tell me they started Zumba only one month ago and already are losing weight. That’s rewarding to me. There’s a joy in doing what you love, and I love spreading joy to other people.”

In the same way James helps children and adults live healthier, everyone at Lehigh Valley Health Network is driven to help people of all ages be at their best.

It’s why this year we introduced Children’s Hospital at Lehigh Valley Hospital. While it’s not a new building, its name encompasses the comprehensive pediatric services we’ve developed as the region’s only associate member of the Children’s Hospital Association, the organization that recognizes children’s hospitals. We’ve been a proud associate member for six years.

Part of our children’s hospital is the region’s only Children’s ER. It’s where about 1,400 children receive care each month. That number continues to increase. To meet our community’s growing need for specialized emergency care for children, two pediatric emergency physicians were added, bringing the total to four. Hours also were expanded. It is open daily from 8 a.m. to 1 a.m.

The Children’s Clinic at Lehigh Valley Hospital–17th Street also was expanded and renovated this year. The additional space helps us deliver high-quality care to families – many of whom are uninsured or underinsured – during more than 40,000 visits per year.

When patients face a serious health crisis like cancer, we provide the medical, emotional and financial help they need through our selection as a National Cancer Institute Community Cancer Centers Program (NCCCP). Social workers made possible with NCCCP funding connect patients with organizations that provide services many people need during treatment, like transportation or child care. This designation also allows community members to access leading-edge technology, such as 3-D mammograms for earlier detection of breast cancer. We also host community events where people receive free cancer screenings and health education.

Another way we educate people in our community is with the new LVHN.org website. It’s far different from your standard health care website. Use it to find the right doctor, check your symptoms, explore your medical journey, take charge of your health, get Lehigh Valley Health News, read Healthy You magazine and more. Visit it today and begin your journey to better health.



Our Community Members **at their best**

WHEN YOU'RE HEALTHY, THIS IS A BETTER PLACE TO LIVE

Olivia Radcliffe (right) is happiest when she's playing soccer with friends. To get on the field, the 11-year-old Topton girl had to overcome overwhelming health challenges. "The worst thing a parent can hear is that your child has cancer," says Olivia's mom, Sloane, who will never forget when doctors told her about a grapefruit-sized tumor on Olivia's liver.

After a Lehigh Valley Health Network pediatric surgeon removed the tumor, Olivia received chemotherapy over a nine-month period. "For as horrible as it was, it couldn't have gone any better," Sloane says. "We met the most kindhearted people along the way, and they got her well again."

"I was blessed to have all of them with me," says Olivia, who dreams of becoming a doctor, nurse or child-life specialist. Her goal: help children be at their best.

+





In the same way high-quality care got Olivia back on the soccer field, everyone at Lehigh Valley Health Network works hard to get community members back to what they do best. It's why we embrace leading-edge technology, participate in clinical trials, invest in vital health care services, educate the next generation of doctors and build strong partnerships.

Embracing leading-edge technology means we are one of the nation's first hospitals to replace a diseased aortic heart valve using a catheter – not open-heart surgery. This technique is called transcatheter aortic valve replacement (TAVR) and is performed through an incision in the groin. It's for people who are too ill for traditional open-heart surgery, and it's done inside a hybrid OR – a state-of-the-art facility that combines a traditional operating room and cardiac catheterization lab.

Providing new technology, services and programs is possible only if we have a strong financial year. We are a not-for-profit charity, which means we continually reinvest in our organization. This year our operating margin is \$82.9 million, or 5.1 percent of revenue. Health care financial experts say hospitals need a 5 percent annual margin to successfully reinvest in services, programs, technologies and facilities for the community. Our strong year was due to our continued focus on being efficient and providing quality care.

When we do well financially, our community wins. It's how we're able to provide services such as clinics, free flu shots and free or reduced-cost care for which we do not receive government reimbursement. This year our community benefit has hit a new record high – \$251 million.

We also partner with many great organizations that make the Lehigh Valley the robust community it is. This includes sports teams like the Lehigh Valley IronPigs, attractions like Dorney Park and Wildwater Kingdom and MusikFest, and charitable groups like Via. These partnerships allow us to educate thousands of local people in wellness and support events that promote good health.

This year we formed a new partnership with the Phantoms of the American Hockey League. We'll serve as the team's official health care provider and are a founding partner of the downtown Allentown arena where the Phantoms will play. Nearby, we'll create a Sports Medicine and Fitness destination center where you can exercise at a fitness center, receive rehabilitation and get care for concussions and brain injuries. We'll also provide sports training programs for local athletes.

As we look to the future, we keep our community's needs in sharp focus. Our medical school partnership with the University of South Florida Morsani College of Medicine – called SELECT (Scholarly Excellence. Leadership Experiences. Collaborative Training.) – began its second year in 2012. The first class of 19 medical students is currently completing second-year studies in Tampa, Fla., and will come to our health network in May 2013 to begin third-year studies. SELECT gives medical students the skills they need to be physician leaders and brings excellent young physicians to our community in the hopes they will continue to live and care for people in the Lehigh Valley.



Community Care at our best

THROUGH LEHIGH VALLEY PHYSICIAN GROUP

For Mark Li, MD, PhD (right), being at his best means bringing breakthrough neurosurgery to people in our community. For certified physician assistant Karen Ferry and family medicine doctor Jennifer Keller, DO, being at their best means providing care on a schedule that's convenient for patients.

They are among the more than 550 doctors and 250 advanced practice clinicians who provide services at 115 locations region-wide through Lehigh Valley Physician Group (LVPG). Our practitioners work together to deliver high-quality care throughout the region.





Breakthrough neurological services

When a young optometrist came to the health network with a growth at the base of his skull, a team of specialists quickly realized he would need multiple levels of care. "His was a huge tumor – about the size of a computer mouse," says neurosurgeon Mark Li, MD, PhD.

Two lengthy but delicate surgeries – the first lasting 16 to 17 hours and the second lasting 12 to 13 – removed most of the tumor. "The remainder was close to the facial motor nerve, which we didn't want to disturb," Li says. So the team used Gamma Knife® therapy – brain surgery without an incision – to deliver radiation to kill the remainder of the cancerous tumor. The treatment worked so well, the young doctor took – and passed – his optometry board exams while in recovery.

This is one example of how the health care professionals of LVPG provide the most advanced care for the toughest cases. This multidisciplinary approach brings together a range of specialists – a neurosurgeon, radiation oncologist, pathologist, medical oncologist and a neuroradiologist – to deliver the best results.

"Brain tumors are complicated, and they require excellence in diagnosis, surgical therapy and medical therapy," Li says. "Our brain tumor center is the third busiest in the state, which speaks volumes for what we've been able to achieve."

Surgeries considered too delicate to attempt 10 years ago now are relatively commonplace, thanks in part to advances such as brain mapping and monitoring technology that allow doctors to observe the brain during surgery and avoid areas controlling speech and motor function. "We've brought technology, people and clinical trials together for the benefit of patients and the community," Li says.

LVPG's care for patients with brain conditions also includes cerebrovascular care, a fast-moving field that includes treatments for stroke, aneurysm and abnormal connections between arteries and veins in the brain known as arteriovenous malformations (AVMs). One such treatment is a "brain bypass" that connects extremely small blood vessels to restore healthy blood flow. "The thread we use is almost invisible to the naked eye and requires a microscope to view during surgery," he says. "We've done seven of these complex cases in the last year, which is more than even the largest hospitals nationwide."

A team approach to cerebrovascular care includes procedures by neurointerventional radiologists such as Darryn Shaff, MD, who is one part of the team that benefits every patient.





Convenient walk-in care

At 7 p.m. on a Friday, a man walked into Muhlenberg Primary Care at the Health Center at Bethlehem Township complaining of a fever. He had just returned from a vacation at the New Jersey shore and soon needed to board a plane for work. His heavy travel schedule made it difficult for him to make or keep regular doctors' appointments.

The good news — our health center offers walk-in care, allowing him to get his condition evaluated on the spot. A rash on the man's leg offered a clue, and blood work revealed he had West Nile virus. "We were able to catch and treat it early, before it became a bigger problem," says Karen Ferrey (above, left), a certified physician assistant. "If he had scheduled a routine appointment for a later date, it could have been much worse."

That's why walk-in care — convenient care that fits your schedule — is being embraced by LVPG. Three health centers — Bethlehem Township, Moselem Springs and the new Health Center at Macungie — began offering walk-in care. It allows people without an appointment to receive immediate care for conditions that don't necessarily demand a primary care doctor's attention. These include fevers, aches and pains, sprains and strains, cuts, seasonal allergies, rashes, bronchitis and ear infections. Nurse practitioners or physician assistants provide care, determine the need for blood work or X-rays, and write prescriptions.

Hours at Bethlehem Township and Moselem Springs are from 9 a.m.-8 p.m. weekdays and 10 a.m.-3 p.m. weekends and holidays — offering more flexible access to care. Similar walk-in services are available at our CareWorks locations in Weis Markets facilities in Allentown and Schnecksville.

"If you normally receive primary care at one of these sites and your doctor doesn't have convenient appointments, walk-in care allows you to stay with the practice and not have to go to the ER or a separate urgent care center," says family medicine doctor Jennifer Keller, DO (above, right), with Muhlenberg Primary Care at the Health Center at Bethlehem Township. "All your medical records are available electronically, and your doctor is available as a resource right down the hall if the physician assistant or nurse practitioner has a question."

This team approach to care also is why several LVPG practices are piloting a concept called "patient-centered medical homes." It's a coordinated hub of care where your physician works with nurses and advance practice clinicians to help you actively manage your condition and head off problems. It's especially helpful for people with a chronic condition such as diabetes or heart failure.

LEHIGH VALLEY HEALTH NETWORK'S Community Benefit – Fiscal Year 2012

HOW A NOT-FOR-PROFIT ORGANIZATION DETERMINES COMMUNITY BENEFIT

The not-for-profit entities of Lehigh Valley Health Network qualify as charitable organizations under Pennsylvania Act 55. The Act sets specific criteria for what constitutes a charitable organization, defines the uncompensated goods and services that qualify as community benefit, and prescribes how these goods and services are measured.

TOTAL OF OUR COMMUNITY BENEFIT

\$250,760,923



\$197,638,669

DIRECT PATIENT CARE

Medicare Shortfall* \$72,427,219

The difference between Medicare and Medicare Managed Care payments and the cost of providing patient care.

Medical Assistance Shortfall* \$57,129,656

The difference between Medical Assistance and Medical Assistance Managed Care payments and the cost of providing patient care.

Bad Debt \$27,684,381

The cost of providing care to patients who the health network believes were able to pay for their services but did not.

Uncompensated Charity Care \$23,903,000

Free care for people unable to pay.

Care for People Who Are Uninsured or Underinsured \$15,681,204

Includes difference between clinic payments and costs for primary and specialty clinics and related services.

Blue Cross Special Care and CHIP Shortfall* \$471,618

Blue Cross Special Care is a low-cost insurance plan for people who otherwise would be uninsured. CHIP (Children's Health Insurance Program) is a state program to provide health insurance to uninsured children and teens who are not eligible for or enrolled in medical assistance.

TRICARE Shortfall* \$341,591

TRICARE is a federally funded health plan for military personnel, retirees and their families.

**About shortfalls and Act 55: As per Act 55, community benefit provided by charitable organizations includes shortfalls between payments received from Medicare, Medical Assistance and patients, and the cost of providing care.*

\$39,164,663**PROFESSIONAL AND PATIENT
EDUCATION AND RESEARCH****Medical Education*** **\$22,678,422**

Includes salaries and benefits for medical residents, a portion of salaries and benefits for program directors and others who support graduate and undergraduate medical education, and support activities such as the hospital library.

Nursing Education* **\$13,420,983**

Includes salaries and benefits for nurses during the extended period of time in which they are learning the professional skills for our acute environment. During this time, nurse orientees participate in classroom and clinical activities and are not directly responsible for patient care. Also includes salaries and benefits for personnel providing education and professionals attending mandatory education.

Research Activities **\$2,762,470**

Includes research in areas such as cardiology, neurology and internal medicine that are not grant funded.

Patient Education **\$302,788**

Includes salaries, benefits and other expenses for patient educators and patient education materials.

**About education and Act 55: As per Act 55, community benefit provided by charitable organizations includes the difference between the full cost of education and research programs and payments received to support these programs.*

\$8,338,801**COMMUNITY PARTNERSHIPS
AND SUPPORT****Value of Local Partnerships** **\$3,095,988**

Includes free physical exams for municipal workers and financial support for municipalities, disease prevention and weight management programs, services and exams at Allentown's Central Elementary School and support for Communities in Schools of the Lehigh Valley. Also includes real estate taxes paid by the health network on owned and leased property.

Value of Volunteer Assistance* **\$2,521,726**

Includes 115,543 hours donated by volunteers.

Patient Care Community Activities **\$1,540,177**

Includes free flu shots, free medications for people unable to pay, free transportation services, free oral trauma surgery care, portion of wages and benefits for pharmacy coordinator and the difference between payments for mental health services from Lehigh County and the cost of providing services at two residential aftercare programs.

**Interpreting Service and
Patient Representative** **\$964,340**

Includes hospital-based language interpreting services, purchased foreign language and sign language interpreting services provided free of charge, and costs associated with patient satisfaction surveys.

**Sponsorships for Community
Service Organizations** **\$216,570**

Includes support for numerous not-for-profit organizations that reflect our health network's mission, along with support of the Burn Prevention Network.

**About volunteers and Act 55: As per Act 55, it is appropriate for charitable organizations to report volunteer service. This shows how valuable volunteers are to the institution and the community. Act 55 provides a formula for calculating this based on the Pennsylvania Workers Compensation Act. We follow that formula.*

\$5,618,790**COMMUNITY EDUCATION
AND PREVENTION****Community Health and
Health Studies Department** **\$1,340,427**

Includes community-based initiatives through grant acquisition and management, Community Exchange, school-based dental sealant program, the Community Issues Management system, teen pregnancy data, place-based approaches to community health improvement, pediatric asthma and health literacy.

**Health Promotion and
Disease Prevention** **\$1,195,285**

Includes Healthy You magazine, Healthy You programs, health fairs, Heart Help for Women programs, patient education publications and other publications promoting wellness and disease awareness.

Pastoral Care **\$787,485**

Provides ministry to patients, family and staff. Includes a portion of salaries and benefits for pastoral care staff, and the cost of our pastoral care residency program after Medicare reimbursement.

Lehigh Valley Hospital Cancer Center **\$553,149**

Includes support groups, classes, programs, screenings, a patient education library, nutrition counseling and survivor celebrations. This amount reflects the cost of providing these services free of charge.

**Neighborhood Health Centers
of the Lehigh Valley** **\$458,601**

Contribution to provide health services at The Caring Place New Life Clinic and Casa Guadalupe Vida Nueva Clinic in Allentown.

**Physician Referral and Health
Information Line** **\$448,069**

Provides free phone-based health services through 610-402-CARE.

Emergency Education **\$441,256**

Includes training and education for physicians, nurses and pre-hospital providers region-wide.

AIDS Activities Office **\$394,518**

Provides services for people affected by HIV/AIDS, including free testing and counseling. This amount reflects the cost of providing these services free of charge.

Lehigh Valley Health Network and Component Entities

COMBINED STATEMENTS OF OPERATIONS *(In Thousands) For the periods ended June 30, 2012 and 2011*

PATIENT SERVICES AND SUPPORTING OPERATIONS	2012	2011
Net patient service revenue	\$1,579,506	\$1,482,711
Other supporting operations revenue	36,941	35,949
Net assets released from restrictions-operations	4,083	5,861
TOTAL REVENUE	1,620,530	1,524,521
EXPENSES	2012	2011
Wages	688,013	619,504
Benefits	129,552	139,748
Supplies	259,176	245,112
Purchased services	148,084	142,080
Other	100,355	96,123
Depreciation and amortization	83,867	85,095
Bad debts	106,247	93,133
Interest expense	22,318	23,357
TOTAL EXPENSES	1,537,612	1,444,152
OPERATING INCOME	82,918	80,369
OTHER REVENUE AND EXPENSES	2012	2011
Realized investment earnings, gains (losses)	52,732	26,755
Provision for income taxes	(3,430)	(3,889)
Other nonoperating gains (losses)	212	(952)
OTHER REVENUE AND EXPENSES, NET	49,514	21,914
NET AVAILABLE FOR COMMUNITY NEEDS AND DEBT REPAYMENT BEFORE NON-CASH GAINS (LOSSES)	\$132,432	\$102,283

UNDERSTANDING THIS REPORT: The Combined Statements of Financial Position report our assets, liabilities and net assets. The Combined Statements of Operations report our revenues and expenses. The amount of revenues minus the amount of expenses creates our operating income.

COMBINED STATEMENTS OF FINANCIAL POSITION (In Thousands) For the years ended June 30, 2012 and 2011

ASSETS	2012	2011
CURRENT ASSETS		
Cash/short-term investments	\$26,062	\$29,795
Patient accounts receivable, net	209,002	183,142
Prepays, inventories and other current assets	49,167	37,371
Assets limited under bond-debt service fund	14,984	17,353
Assets limited under primary professional liability arrangements	4,790	3,066
TOTAL CURRENT ASSETS	304,005	270,727
OTHER ASSETS		
Assets limited by Board of Trustees for capital improvements	716,810	720,568
Assets limited by Board of Trustees for retained excess liability arrangements	17,755	16,290
Assets limited under primary professional liability arrangements including IBNR	42,637	40,270
Assets limited by management	30,632	29,924
Assets limited under bond construction funds, debt service and debt service reserve fund	11,084	11,077
Assets limited or restricted by donors or grantors	139,693	141,390
Property and equipment, net	620,635	601,997
Partnership investments	10,665	15,283
Deferred charges, net and other assets	35,501	22,972
Assets with matching liabilities, chiefly deferred compensation arrangements	39,874	39,873
TOTAL OTHER ASSETS	1,665,286	1,639,644
TOTAL ASSETS	\$1,969,291	\$1,910,371
LIABILITIES AND NET ASSETS	2012	2011
CURRENT LIABILITIES		
Accounts payable	\$60,178	\$42,757
Accrual for estimated third-party settlements	3,475	2,598
Accrued compensation	53,282	66,418
Other accrued expenses	34,562	35,310
Pension plan	3,154	2,944
Professional liability	4,790	3,066
Long-term debt	11,530	11,218
TOTAL CURRENT LIABILITIES	170,971	164,311
OTHER LIABILITIES		
Long-term debt, net of current portion	502,276	513,537
Liabilities with matching assets, chiefly deferred compensation arrangements	39,874	39,873
Pension plan	267,849	155,126
Professional liability	54,177	49,598
Other liabilities	37,443	27,531
TOTAL OTHER LIABILITIES	901,619	785,665
TOTAL LIABILITIES	1,072,590	949,976
NET ASSETS		
Unrestricted	737,944	805,276
Noncontrolling interests in subsidiaries	19,064	13,729
TOTAL UNRESTRICTED NET ASSETS	757,008	819,005
Temporarily restricted by donors/grantors	93,252	98,868
Permanently restricted by donors	46,441	42,522
TOTAL RESTRICTED NET ASSETS	139,693	141,390
TOTAL NET ASSETS	896,701	960,395
TOTAL LIABILITIES AND NET ASSETS	\$1,969,291	\$1,910,371

2011
\$1,482,711
35,949
5,861
\$524,521

2011
619,504
139,748
245,112
142,080
96,123
85,095
93,133
23,357
\$1,444,152
80,369

2011
26,755
(3,889)
(952)
21,914
\$102,283

liabilities and
revenues and
s creates our

LEHIGH VALLEY HEALTH NETWORK BOARD OF TRUSTEES

The Lehigh Valley Health Network Board of Trustees provides oversight of management, approves the health network's yearly budget, and selects and evaluates the health network's chief executive officer. Trustees are community leaders with experience in large organizations and expert knowledge in areas such as higher education, business, technology, finance, human resources, medical science and government affairs.

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**Through Aug. 2012*

***Through Feb. 2012*

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***Through Aug. 2012*

****Through Oct. 2012*



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Soldiers and Sailors Hospital*(Laurel Health System)**Wellsboro, Pa.*

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**Through Oct. 2012*

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CHERYL BLOOMFIELD INSTILLS A PASSION FOR BETTER MEDICINE

Ask internist Cheryl Bloomfield, MD (left), what she loves about her work, and she'll give you two answers. "I love to teach," says the Lehigh Valley Physician Group attending physician. "Helping medical students develop into great physicians is my passion."

She's equally passionate about caring for patients who are uninsured or underinsured. "There's a cost to providing quality care," Bloomfield says. "Even though some patients can't afford it, we still give them amazing care. I teach residents (like Suchita Kumar, right) how important that is and help them understand that's what makes Lehigh Valley Health Network phenomenal."

Many patients whom Bloomfield cares for have serious health problems but lack the resources to pay for care. An uninsured person with diabetes, for example, might not have money to pay for insulin. These patients are connected with one of the health network's financial counselors. They're experts in helping patients find ways to cover medical expenses.

Financial counselors help patients apply for the health network's reduced cost-of-care program. Depending on the patient's financial status, this program can result in the patient receiving free care. Financial counselors also explore programs that provide free medication to patients who cannot afford the expense.

For the health network to deliver free or reduced-cost care, it must be financially strong. This year's community benefit – which includes services such as clinics, free flu shots, support groups and free or reduced-cost care – totals a record \$251 million.

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the best

Laboratory Testing

DOOR-TO-DOOR SERVICE WITH HEALTH NETWORK LABORATORIES

While many people in the Lehigh Valley are fast asleep at 4 a.m., Erica Monteverde is wide awake. She's walking into Cedarbrook Nursing Home in South Whitehall Township, collecting blood samples from residents.

"Our doctors need the most recent lab results as early in the day as possible," says Monteverde. She's one of 40 phlebotomists who deliver door-to-door service at nursing homes and patient's homes for Health Network Laboratories, which is best known for providing walk-in lab testing at more than 45 patient service centers in Pennsylvania and New Jersey.



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While not everyone at Cedarbrook enjoys the early wake-up call, Monteverde uses her winning smile to win them over. "They know my face, and I know their faces," she says. "I really enjoy what I do, and I think it shows, because everyone is really nice."

Monteverde's work is fulfilling because it allows people who can't get to a patient service center the opportunity to get lab testing and learn more about their health. It also allows her to balance her professional passion and her personal life.

"My early hours work for me because I have children who are in lots of school activities," Monteverde says. "I can see myself doing this job for a long time. I really love it."

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Employees at their best

VALLEY PREFERRED'S BENEFIT PROGRAM

When Tina Werkheiser (right) and the BeneFIT corporate wellness team at Valley Preferred organize a health fair for a local employer, they know each request creates a chance to educate.

"Some people are surprised to learn they have high blood pressure or cholesterol," says Werkheiser, the coordinator for sales and marketing at Valley Preferred. "But once they know the facts, we teach them ways to improve their health, and usually they're thanking us later."

Giving community members the tools to stay well drives the colleagues of Valley Preferred, a provider-owned preferred provider organization (PPO). They promote wellness among local employers through the BeneFIT program. It includes worksite health fairs for companies of all sizes, including Wert's Café in Allentown, with 40 employees, and Tyndale Company in Pipersville, with more than 100 employees.

"A few years ago we had 16 health events in a year," Werkheiser says. "This year we had more than 120 events – health fairs, biometric screenings,



weight management seminars and workshops with expert speakers, and quit-smoking programs. We customize the event to fit the need."

Community members are grateful for the help. "Our experience with Valley Preferred's BeneFIT program not only provided our employees with health screenings and personalized wellness advice, but also gave us important insights into what we can do to live healthier," says Kathy Wert of Wert's Café (left).

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